

Message Text

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

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C O N F I D E N T I A L BUCHAREST 4060

EXDIS

E.O. 11652: GDS

TAGS: PFOR RO

SUBJECT: CEAUSESCU VISIT: SPECIAL COVERAGE ASPECTS

REF: BUCHAREST 3928

1. PURSUANT PARA 10 REFTTEL, EMBASSY FORWARDS HERewith
NUMBER OF SUGGESTIONS WHICH DEPARTMENT/AGENCY MAY FIND OF
USE IN DEVELOPING SPECIAL COVERAGE AND RELATED PUBLIC
AFFAIRS POSSIBILITIES DURING CEAUSESCU VISIT:

2. SATELLITE TV FEEDS. MAJOR PUBLIC-EXPOSURE OPPORTUNITY
RESIDES IN ROMANIA'S NATIONWIDE TV AUDIENCE OF OVER 12 MILLION
SHOULD AGENCY PROVIDE TECHNICAL FACILITATIVE ASSISTANCE OF
KIND SUCCESSFULLY UNDERTAKEN DURING PREVIOUS "HIGH-PROFILE"
BILATERAL EVENTS (E.G., CEAUSESCU'S 1970 VISIT TO U.S.,
DAVIS CUP FINALS 1971). RECOMMEND 16 MM BLACK-&-WHITE
FILMING ON DAILY BASIS OF PUBLIC HIGHLIGHTS CEAUSESCU
PROGRAM IN U.S. FOOTGAGE COULD BE PROCESSED, EDITED IN
U.S. AND BEAMED TO BUCHAREST VIA SATELLITE; ALTERNATIVELY,
PROCESSED OR RAW FILM COULD BE AIRSHIPPED EACH DAY TO PARIS,
EDITED AND SCRIPTED BY ROMANIAN TV OFFICIALS THERE, THEN
FED TO BUCHAREST VIA LAND LINES AT ROMANIAN EXPENSE. IN
EITHER CASE POST WOULD ANTICIPATE CLOSE COOPERATION WITH
ROMANIAN TV.

3. FILM DOCUMENTARY. IN ADDITION TO IMMEDIACY OF TOPICAL
CONFIDENTIAL

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TV COVERAGE, POST SEES SIGNIFICANT LONGER-RANGE USE FOR
FOLLOW-UP IMV 25-30 MINUTE COLOR FILM DOCUMENTARY WITH
OPTICAL SOUND-ON-FILM IN ROMANIAN. FILM WOULD PROVIDE "VISUAL
NARRATION" OF CEAUSESCU VISIT WITH EMPHASIS ON TRIP'S

"HISTORICAL" CONTEXT, RELATION TO U.S. FOREIGN POLICY INTEREST IN MOVING TOWARD "ERA OF NEGOTIATIONS," EXPANDING CONTACTS WITH EAST EUROPEAN COUNTRIES, DETENTE GOALS AS SPELLED OUT IN SECRETARY'S PACEM IN TERRIS ADDRESS, ETC. WHILE 35 MM FILM WAS PRODUCED AT TIME OF CEAUSESCU'S PREVIOUS VISIT TO U.S. IN 1970, WE INCLINED BELIEVE, FOR TECHNICAL AND FINANCIAL REASONS AS WELL AS POLITICAL, SINGLE 16 MM VERSION MIGHT BETTER SERVE OUR NEEDS HERE.

4. SLICK-COVER PUBLICATION. SINCE HIGH-QUALITY ONE-TIME PAMPHLET "SPECIALS" CONTINUE TO HAVE EXCEPTIONALLY PRODUCTIVE USE IN SOCIETY AS LITERATE AND AS "PRINTED-WORD-ORIENTED" AS ROMANIA'S, POST BELIEVES 15,000 COPIES OF A COMMEMORATIVE SLICK-COVER PUBLICATION WITH PICTURES AND TEXTS (RECOMMENDED LENGTH; 32 PAGES) WOULD BE ESPECIALLY EFFECTIVE TOWARD PERPETUATING ANTICIPATED FAVORABLE IMPACT OF CEAUSESCU STATE VISIT. PUBLICATION COULD BE MODELED ON SAME ONE PRODUCED AT TIME OF PRESIDENT NIXON'S AUGUST 1969 VISIT TO ROMANIA (HIGHLIGHTING KEY TOASTS, SUBSTANTIVE STATEMENTS, ETC.) AS WELL AS THAT TURNED OUT FOLLOWING CEAUSESCU'S 1970 VISIT TO U.S. (SIMILAR CONTENTS).

5. VOA, IPS COVERAGE. ASSUME AGENCY WILL ENSURE FULLTIME MEDIA COVERAGE THROUGHOUT CEAUSESCU ITINERARY. VOA ROMANIAN-LANGUAGE SERVICE "SATURATION" ESPECIALLY IMPORTANT IN OUR VIEW. ALONG WITH ACTUAL SUBSTANCE OF VISIT ITSELF, ITEMS DRAWING ON ROMANIAN HISTORICAL FIGURES AND CONTRIBUTION OF THESE TO PRESENT-DAY DEVELOPMENTS (E.G., HENRI COANDA AS "FATHER OF JET ENGINE," MICHAEL THE BRAVE'S 16TH CENTURY ROLE IN HELPING SHAPE MODERN ROMANIA, THIS YEAR'S TRICENTENNIAL COMMEMORATION OF CARTOGRAPHER DIMITRIE CANTEMIR) MIGHT HAVE PARTICULARLY HELPFUL HUMAN-INTEREST VALUE DURING SUCH BROADCASTS.

6. AGENCY-HOSTED SPECIAL CONTACTS. WHILE PRECISE COMPOSITION OF ENTOURAGE NOT YET KNOWN, WE ANTICIPATE THAT ONE OR MORE RANKING FIGURES CONNECTED WITH ROMANIAN MEDIA (E.G., CONFIDENTIAL

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SCINTEIA'S CHIEF FOREIGN AFFAIRS EDITOR, AGERPRES GENERAL DIRECTOR) WILL ACCOMPANY CEAUSESCU PARTY IN EITHER OFFICIAL OR NON-OFFICIAL CAPACITY. PRESENCE OF SUCH FIGURES IN U.S. DURING VISIT MIGHT PROVIDE APPROPRIATE OCCASION FOR SPECIAL SIDE ACTIVITIES SPONSORED BY DIRECTOR'S OFFICE, INCLUDING CONTACTS WITH U.S. ADVISORY COMMISSION ON INFORMATION. EMBASSY PREPARED OFFER MORE SPECIFIC SUGGESTIONS ALONG THESE LINES AS SOON AS IDENTITY OF TRAVELLERS IN QUESTION IS ASCERTAINED.
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